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Services Marketing Christo Boshoff, Phillipus Jacobus Du Plessis, 2009-07-11 As the primary focus of the global economy has moved from agriculture to manufacturing to services dominated economies the realisation that we are all in services has finally dawned Services marketing has developed as a result and is now a well established sub discipline of marketing with its own theories and body of knowledge This volume deals with the unique difficulties of marketing what is essentially an intangible entity and focuses on the most contemporary debates research and managerial demands in this particular but very challenging business domain The text covers issues of importance to all service marketers including Service Quality Customer Expectations Creating Value for the Customer Service Architecture Pricing Imperatives Demand Management Building Customer Relationships Integrated Service Marketing Communications Service Recovery Strategies

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